

Revised

VIRGINIA SLIMS LEGENDS

BUDGET

Creative	\$ 225,000
Player Services	1,000,000
Professional Services	325,000
Purchased Services:	
Grassroots Tennis	300,000
Concert Talent	600,000
Production	600,000
Advertising	360,000
Hospitality	90,000
Promotional Materials	<u>250,000</u>
	\$3,750,000

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ADDITIONAL FUNDING

<u>Public Relations</u>		<u>Brand</u>
\$250,000	Bar Program	\$200,000
	Consumer Incentives	<u>250,000</u>
		\$450,000

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VIRGINIA SLIMS LEGENDS PRESENTATION

AGENDA

- I. TEST
- II. OBJECTIVES
- III. STRATEGIES
- IV. CONCERT
- V. MARKETS
- VI. EXTENSIONS
- VII. BUDGETS

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VIRGINIA SLIMS LEGENDS
"IN CONCERT AND ON THE COURT"

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TESTED LEGENDS CONCEPT IN HOUSTON

RESULTS OF HOUSTON TEST:

- SOLD OUT LIZA MINNELLI CONCERT
- SOLD OUT TENNIS EVENT
- SUCCESSFUL PUBLIC RELATIONS
- RAISED \$500,000 FOR AMFAR
- KEY VIP'S IN ATTENDANCE
- ESTABLISHED PROMOTIONAL PARTNERSHIPS

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1995 OBJECTIVES

- LEVERAGE VIRGINIA SLIMS' TWENTY-FIVE YEARS OF EQUITY IN TENNIS.
- LEVERAGE VIRGINIA SLIMS IMAGE -- UNDERSTANDING THE STYLE AND ATTITUDE OF TODAY'S WOMAN -- BY CELEBRATING THE ACCOMPLISHMENTS OF WOMEN.
- BUILD CONTINUITY OF PURCHASE AMONG VIRGINIA SLIMS AND CREATE TRIAL AND PURCHASE OPPORTUNITIES AMONG KEY COMPETITIVE SMOKERS (MISTY).

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STRATEGIES:

- BUILD ON VIRGINIA SLIMS EQUITY IN TENNIS BY DEVELOPING VIRGINIA SLIMS LEGENDS TOUR.
- DEVELOP EXTENSIVE TENNIS AND BAR NIGHT GRASSROOTS PROMOTIONS TO GENERATE NAMES FOR OUR DATABASE.
- EXTEND BRAND VISIBILITY THROUGH ADVERTISING AND PUBLIC RELATIONS CAMPAIGNS PROMOTING THE CONCERTS AND TENNIS.
- CREATE RETAIL AND MARKETING PROMOTION PARTNERSHIPS TO GENERATE ADDITIONAL UNIT SALES.

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VIRGINIA SLIMS LEGENDS' WEEKEND

FRIDAY

- MEDIA DAY
- IN-STORE PLAYER APPEARANCES
- CLINICS AT CLUBS/PUBLIC PARKS
- GRASSROOT CHALLENGE PLAY-OFF
- CHARITY DINNER

SATURDAY

- PRO-AMS
- GRASSROOTS CHALLENGE PLAY-OFF
- CONCERT

SUNDAY

- PRO-CELEBRITY EVENT
- LEGENDS TEAM SHOOT-OUT
- LEGENDS CHAMPIONS CHALLENGE

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LEGENDS CHAMPIONSHIP CHALLENGE

THIS WILL BE AN ON-GOING COMPETITIVE CHALLENGE FROM CITY TO CITY OF THE TOP FOUR RANKED LEGENDS PLAYERS, I.E., EVERT, NAVRATILOVA, KING, WADE, AUSTIN, ETC.

LEGENDS TEAM SHOOT-OUT

THIS WILL BE A SHOOT-OUT BETWEEN THE 12 LEGENDS ON-SITE. THE PLAYERS WILL BE DIVIDED INTO 6 TEAMS AND WILL PLAY A ROUND ROBIN SERIES OF 12 POINT TIE-BREAKS, I.E., TEAM NAVRATILOVA VS. TEAM KING.

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GRASSROOT CHALLENGE

- EIGHT VIRGINIA SLIMS DOUBLES TOURNAMENTS RUN FOUR WEEKS PRIOR TO LEGENDS WEEKEND IN EACH MARKET (WITHIN 200 MILE RADIUS).
- CLINICS WILL RUN SIMULTANEOUSLY THROUGHOUT THE MARKET.
- WINNING TEAMS FROM EACH OF THE EIGHT LOCAL TOURNAMENTS PLAY-OFF ON-SITE AT THE "LEGENDS WEEKEND".
- THE WINNERS OF THE PLAY-OFF WILL PLAY A FUN MATCH AGAINST TWO OF THE LEGENDS ON CENTER COURT.
- THE WINNERS FROM EACH MARKET WILL BE INVITED TO THE FINAL EVENT TO PLAY OFF AND DETERMINE "AMATEUR CHAMPION"
- REACH 300,000.

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LEGENDS BAR NIGHT PROGRAM

- 4 WEEKS PRIOR TO LEGENDS WEEKEND.
- VIRGINIA SLIMS TEAM WILL SAMPLE, SMOKER SURVEY, MERCHANDISE AND CONDUCT SWEEPSTAKES.
- DEVELOP INTERACTIVE ACTIVITY INCORPORATING TENNIS AND MUSIC.
- 216 CLUB NIGHTS.
- 150,000 REACH.

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LEGENDS

TENNIS

TRACY AUSTIN
ROSIE CASALS
FRANKIE DURR
CHRIS EVERT
EVONNE GOOLAGONG
ZINA GARRISON-JACKSON
BILLIE JEAN KING
ILANA KLOSS
HANA MANDILKOVA
OLGA MOROZOVA
MARTINA NAVRATILOVA
WENDY OVERTON
JOANNE RUSSELL
PAM SHRIVER
BETTY STOVE
WENDY TURNBULL
VIRGINIA WADE

CONCERT

NATALIE COLE
MARIAH CAREY
GLORIA ESTEFAN
ARETHA FRANKLIN
WHITNEY HOUSTON
CHAKA KHAN
GLADYS KNIGHT
K.D. LANG
REBA MCENTYRE
BETTE MIDLER
LIZA MINNELLI
DOLLY PARTON
LINDA RONSTADT
DIANA ROSS
CARLY SIMON
TINA TURNER
WYNNONA

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<u>MARKETS</u>	<u>90+ SLIM SDI</u>	<u>110+ MISTY SDI</u>	<u>1.2%+ % VOL.</u>
PRIMARY			
RALEIGH/DURHAM	95	191	1.52
CHARLOTTE	110	149	2.06
TAMPA	129	115	1.81
NEW ORLEANS	150	160	1.90
OKLAHOMA CITY	112	112	1.36
DALLAS/FT. WORTH	130	128	1.83
PITTSBURGH	102	155	1.46
GRAND RAPIDS	108	115	2.24
TOLEDO	117	149	1.35
RICHMOND	114	169	1.68

<u>MARKETS</u>	<u>SLIM SDI</u>	<u>MISTY SDI</u>	<u>% VOL.</u>
SECONDARY			
HARRISBURG	88	135	2.12
ORLANDO	86	106	2.78
NASHVILLE	99	134	0.66
HOUSTON	134	98	1.49
COLUMBIA	120	130	1.08
SAN DIEGO	89	78	0.83

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RETAIL/PROMOTION EXTENSION

- PARTNERSHIP TIE-INS (LOCAL AND NATIONAL)

HOTEL, CAR, AIRLINE, SUPERMARKET,
DEPARTMENT STORE, ETC.

- BILLIE JEAN KING TENNIS CLINICS/FAST SERVE CONTEST.

- FREE VIRGINIA SLIMS LEGENDS TIP BOOK

PACK/CARTON PROMOTION

- SWEEPSTAKES

BE A LEGEND FOR THE WEEKEND
SWEEPSTAKES -- DISPLAY
PM FIELD SALES FORCE TIE-IN
STRATEGIC BUSINESS
OPPORTUNITIES

- "WIN AN ACURA LEGEND"
- "WIN A TENNIS/SPA VACATION"
- VIRGINIA SLIMS LOCAL LEGENDS AWARD SPONSORSHIP. "UNSUNG LEGENDS"

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IN-STORE SWEEPSTAKES

The Virginia Slims Legends Grand Slam Sweepstakes

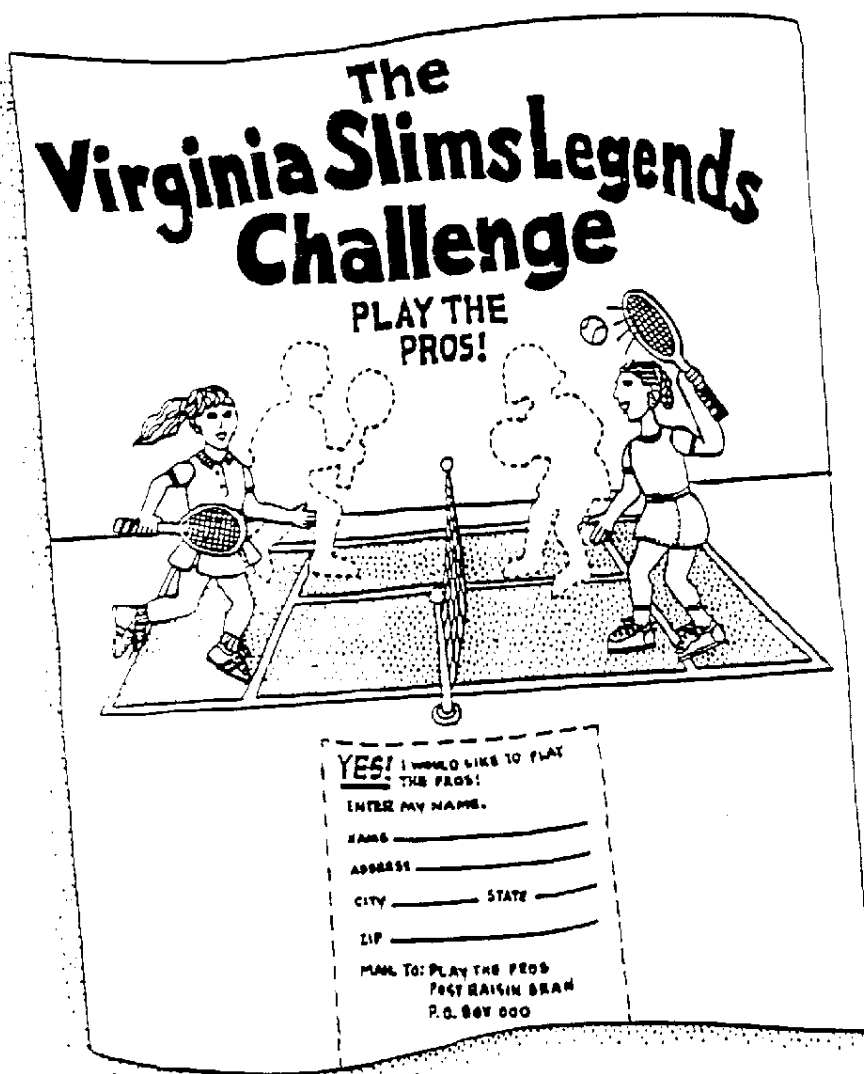


- Promotion is unique to the tour.
- Uses tennis but has broader appeal as a "travel" sweepstakes.
- Executed well in a variety of media:
Print, Coupon Overlay, In-Store Display, etc.

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Virginia Slims Invites You to Play with The Pros

(Enter The Sweepstakes To Play in The Virginia Slims Legends Pro-Am
Tournament in San Antonio



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- Utilizes stars of the tour
- Can tie into specific tournament or be free-standing event.
- Easy to integrate trade involvement
- Generates interest in local/regional event.

FSI SWEEPSTAKES OFFER

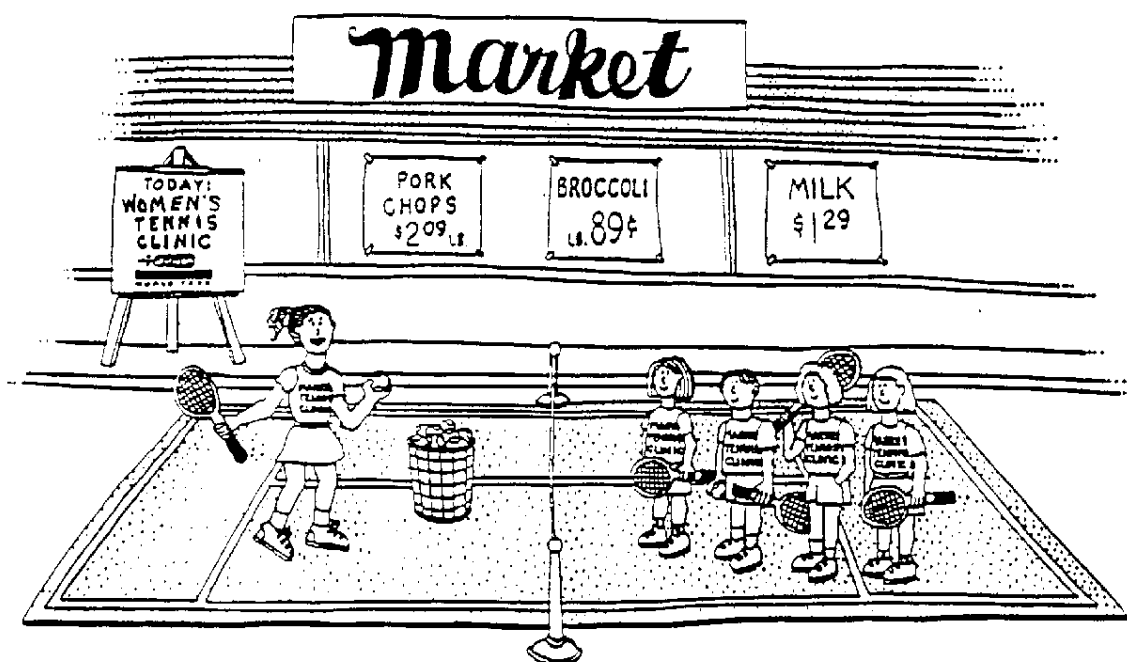
Virginia Slims Invites You To Win A Week On The Virginia Slims Legends Tour



- Promotion is unique to the Tour
- Uses tennis but has overall travel appeal
- Has "fantasy" element promotion

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SUPERMARKET WOMEN'S TENNIS CLINIC



(Set-up tennis court in supermarket parking lot. Women can receive tennis tips from a touring Legend Billie Jean King in town for this week's event. All participants receive supermarket T-shirts.

- Local trade gains credit for supporting community.
- Increases store traffic and generates excitement.
- Brand gains preferred status from the trade.
- Use of player name-reinforces Legend concept.

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SUMMARY

- FOR HALF THE COST OF OUR CURRENT SPONSORSHIP, WE RECOMMEND SPONSORING 6 LEGENDS EVENTS IN 1995.
- OUR GRASSROOTS PROGRAMS WILL REACH (APPROX.) 660,000 CONSUMERS.
- RETAIL PARTNERS AND PROGRAMS WILL GENERATE ADDITIONAL VOLUME.
- MARKETING PROMOTIONAL PARTNERS AND CHARITY TIE-INS WILL EXTEND REACH AND REDUCE COSTS.
- THUS, WE WILL BUILD ON 25 YEARS OF EQUITY IN VIRGINIA SLIMS TENNIS AND CONTINUE TO BUILD BRAND VISIBILITY.

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